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Subject: Pinellas County Florida General Election survey

Date: October 24, 2014

Executive Summary:

This poll of 3,089 Pinellas County Florida likely voters was conducted on Thursday, October 23, 2014. This poll used the registered voter lists supplied by the state of Florida as of September 4, 2014. The sample of voters that were contacted included random samples of registered voters within the boundaries of Pinellas County Florida.

The issues surveyed included questions related to the 2014 Florida general election.

Methodology:

The poll was conducted through two different sources: an automated phone call polling system and a website-based email polling system. Both methods asked the questions one-at-a-time using the same wording. The results were then weighted to account for proportional differences between the respondents' demographics and the demographics of the likely voter population for Pinellas County Florida. The weighting demographics used were: political party, race, age and gender.

The voters polled were chosen at random within the registered voter population within Pinellas County Florida. Only those voters that said they had already voted or were planning to vote in the general election were included in the results.

The scientific results shown for the questions below have a sample size of 3,089 and a 1.8% Margin of Error at a 95% confidence level.

Respondents' Demographics:

Here is a summary of the demographic breakdown of the voters who responded to this survey:

462 (15.0%) of the respondents were contacted through email 2,627 (85.0%) of the respondents were contacted through the telephone

Political Party Breakdown: Democratic Party 1143 = Republican Party 1287 = Independent Voter 659 =	37.0% 41.7% 21.3%
Race Breakdown:	
White, Not Hispanic 2708 =	87.7%
Black, Not Hispanic 203 =	6.6%
Asian or Pacific Islander 34 =	1.1%
Hispanic 74 =	2.4%
Other or Unknown 70 =	2.3%
Gender Breakdown:	
Male 1423 =	46.1%
Female 1660 =	53.7%
Age Breakdown:	
18 to 29 189 =	6.1%
30 to 49 776 =	25.1%
50 to 69 1409 =	45.6%
70 and up 715 =	23.1%

Notes:

For the first three questions we asked the Undecided respondents if they leaned toward one of the choices. Those results were then calculated again and are shown in the "INCLUDES LEANING" response columns below for those two questions.

The last page of this report contains a non-scientific breakdown of the responses to the three top questions(with "Includes Leaning") separated by ALREADY VOTED and PLANS TO VOTE.

Summary of Scientific Results:

If the election for Governor of Florida were held today, who would you vote for: Republican Rick Scott, Democrat Charlie Crist or Libertarian Adrian Wyllie? FIRST ASKING INCLUDES LEANING

	FIRST ASKING	INCLUDES LEANIN
Scott:	39.3%	39.6%
Crist:	49.8%	50.4%
Wyllie:	8.5%	8.8%
Undecided:	2.4%	1.2%

Do you support the Greenlight Pinellas referendum to improve public transit including expanded bus service, local passenger rail and regional connections to be funded by levying a one percent sales surtax?

5 1	FIRST ASKING	INCLUDES LEANING
Yes:	42.0%	43.0%
No:	54.4%	55.2%
Undecided:	3.6%	1.8%

If the election for Pinellas County Commission District 2 were held today, who would you vote for: Republican Ed Hooper or Democrat Pat Gerard?

•	FIRST ASKING	INCLUDES LEANING
Hooper:	44.9%	46.0%
Gerard:	45.7%	47.1%
Undecided:	9.4%	6.9%

Do you plan to vote by mail, vote in person, or not vote in the election next month?

Already voted:	53.0%
Plan to vote:	47.0%

Detailed Results with Demographic Breakdowns for Each Question: If the election for Governor of Florida were held today, who would you vote for: Republican Rick Scott, Democrat Charlie Crist or Libertarian Adrian Wyllie? FIRST ASKING

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	Scott:			39.3%	, D			
	Crist:			49.8%	,			
	Wyllie:			8.5%	D			
	Undec	ided.		2.4%	'n			
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Non-W	eiahted F	Results a	nd Dem	ographi	ic Break	downs:		
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Scott:		39.3%						
Crist:		49.7%						
Wyllie:		8.5%						
Undecid	ed:	2.4%						
	al Party Bro ocratic Pa	eakdown: rty 1143 r	esponses	6				
Scot		11.4%	Crist:	80.6%	Wyllie:	5.3%	Undecided:	2.7%
Reni	ublican Pa	rty 1287 r	esnonse					
Scot		68.5%	Crist:		Wyllie:	8.2%	Undecided:	2.1%
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Inde	pendent V	oter 659 r	esponses	5				
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Race B	reakdown	:						
		panic 270	•					
Scot	t:	41.7%	Crist:	46.9%	Wyllie:	9.1%	Undecided:	2.3%
	•	panic 203	•					
Scot	t:	10.8%	Crist:	83.3%	Wyllie:	3.4%	Undecided:	2.5%
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Scot		c Islander 44.1%	Crist:		Wullier	0%	Undecided:	2 0%
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Othe	r or Unkno	own 70 re	sponses					
Scot		40.0%	Crist:	52.9%	Wyllie:	2.9%	Undecided:	4.3%
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Gende	r Breakdov	vn:						
Male	1423 res	ponses						
Scot	t:	41.3%	Crist:	47.9%	Wyllie:	9.3%	Undecided:	1.5%
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Fema	ale 1660 i	responses						
Scot	t:	37.8%	Crist:	51.3%	Wyllie:	7.8%	Undecided:	3.1%
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	29 189 r	•						
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Scot	•	i response 47.6%	Crist:	44.9%	Wyllie:	5.2%	Undecided:	2.4%
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If the election for Governor of Florida were held today, who would you vote for: Republican Rick Scott, Democrat Charlie Crist or Libertarian Adrian Wyllie?

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Scott:			39.6%	, D			
Crist:			50.4%	, D			
Wyllie	·		8.8%				
Unde			1.2%				
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Non-Weighted	Results a	nd Dem	ographi	ic Break	downs:		
Scott:	39.7%						
Crist: Wyllie:	50.3% 8.8%						
Undecided:	1.2%						
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Republican Pa	arty 1287 r	esponses	;				
Scott:	69.1%	Crist:	21.4%	Wyllie:	8.4%	Undecided:	1.2%
Independent V Scott:	/oter 659 r 30.8%	esponses Crist:		Wyllie:	15.2%	Undecided:	1.1%
Race Breakdowr		_					
White, Not His Scott:	panic 270 42.0%	8 respons Crist:		Wyllie:	9.4%	Undecided:	1.2%
Black, Not His Scott:	panic 203 11.3%	response Crist:		Wyllie:	3.4%	Undecided:	1.0%
Asian or Pacif Scott:	ic Islander 44.1%	34 respo Crist:	onses 55.9%	Wyllie:	0%	Undecided:	0%
Hispanic 74 ı Scott:	esponses 29.7%	Crist:	55.4%	Wyllie:	13.5%	Undecided:	1.4%
Other or Unkn Scott:	own 70 re 40.0%	sponses Crist:	55.7%	Wyllie:	2.9%	Undecided:	1.4%
Gender Breakdo							
Male 1423 res Scott:	sponses 41.4%	Crist:	48.4%	Wyllie:	9.3%	Undecided:	0.8%
Female 1660 Scott:	responses 38.3%	Crist:	51.8%	Wyllie:	8.4%	Undecided:	1.5%
Age Breakdown:							
18 to 29 189	•	0	FT 40/	MA (111) - 1	0 50/	Harde state de	0.40/
Scott:	32.3%	Crist:	57.1%	Wyllie:	8.5%	Undecided:	2.1%
30 to 49 776 Scott:	responses 36.9%	Crist:	50.0%	Wyllie:	11.7%	Undecided:	1.4%
50 to 69 1409 Scott:	responses 37.9%	Crist:	52.0%	Wyllie:	9.0%	Undecided:	1.1%
70 and up 71 Scott:	5 response 48.1%	s Crist:	45.5%	Wyllie:	5.5%	Undecided:	1.0%

Do you support the Greenlight Pinellas referendum to improve public transit including expanded bus service, local passenger rail and regional connections to be funded by levying a one percent sales surtax? FIRST ASKING

	FIRGI AGN
Yes:	42.0%
No:	54.4%
Undecided:	3.6%

Non-Weighted Results and Demographic Breakdowns:

41.9%

Yes:

Yes:		41.9%			
No:		54.5%			
Undecide	ed:	3.6%			
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	I Party Bre				
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res:	59.0%	NO:	30.0%	Undecided:	4.3%
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	25.1%	rty 1287 r		Undecided:	2.9%
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	43.7%			Undecided:	3.8%
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	40.1%			Undecided:	3.5%
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Black	Not Hisr	anic 203	respons	205	
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Asian	or Pacifi	c Islander	34 rosr	onses	
	29.4%			Undecided:	0%
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		No:	51 4%	Undecided:	4.1%
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Other	r or Unkno	own 70 re	sponses		
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		No:	45.0%	Undecided:	3.2%
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30 to	49 776 re	esponses			
	44.2%	•	51.9%	Undecided:	3.9%
50 to	69 1409	responses	5		
Yes:				Undecided:	3.5%
					/0
70 an	dup 715	response	s		
				Undecided:	3.5%
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Do you support the Greenlight Pinellas referendum to improve public transit including expanded bus service, local passenger rail and regional connections to be funded by levying a one percent sales surtax?

levying a or	ne perce	ent sa	les surtax	?
			INCLUDE	S LEANING
Yes:			43.0%	
No:			55.2%	
Unde	cided:		1.8%	
Non-Weighted	Results a	nd Den	nographic Br	eakdowns:
Yes:	42.9%			
No: Undecided:	55.3% 1.8%			
Political Party B	reakdown:			
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Republican Pa Yes: 25.8%			es Undecided:	1.6%
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Independent				4 50/
Yes: 45.4%	NO:	53.1%	Undecided:	1.5%
Race Breakdow				
White, Not His Yes: 41.1%			nses Undecided:	4 70/
res: 41.1%	NO:	57.2%	Undecided:	1.7%
Black, Not His				
Yes: 68.0%	No:	29.6%	Undecided:	2.5%
Asian or Pacit	fic Islander	34 resp	onses	
Yes: 29.4%			Undecided:	0%
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Hispanic 74 Yes: 44.6%		51.4%	Undecided:	4.1%
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Other or Unkr Yes: 44.3%				2.9%
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Gender Breakdo				
Male 1423 re	•	F0 00/	l lucal e cial e al i	4 40/
Yes: 40.7%	NO:	50.2%	Undecided:	1.1%
Female 1660	•			
Yes: 44.8%	No:	52.8%	Undecided:	2.4%
Age Breakdown	:			
18 to 29 189				
Yes: 52.9%	No:	46.0%	Undecided:	1.1%
30 to 49 776	responses			
Yes: 45.4%	No:	52.8%	Undecided:	1.8%
50 to 69 1409	esponses	;		
Yes: 41.3%	-		Undecided:	1.8%
70 are down 74	F	_		
70 and up 71 Yes: 40.8%			Undecided:	2.1%

If the election for Pinellas County Commission District 2 were held today, who would you vote for: Republican Ed Hooper or Democrat Pat Gerard? FIRST ASKING

Hooper:	44.9%
Gerard:	45.7%
Undecided:	9.4%

Non-Weighted Results and Demographic Breakdowns:

Hooper:	45.0%
Gerard:	45.6%
Undecided:	9.4%

Political Party Breakdown: Democratic Party 1143 responses					
Hooper:	14.7%	Gerard:		Undecided:	8.8%
Republican Par	ty 1287 r	•			
Hooper:	75.0%	Gerard:	17.6%	Undecided:	7.4%
Independent Vo Hooper:	oter 659 r 38.8%	esponses Gerard:		Undecided:	14.4%
Race Breakdown:		•			
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Black, Not Hisp		response	es		
Hooper:	14.3%	Gerard:	75.4%	Undecided:	10.3%
Asian or Pacific				the desided.	47.00/
Hooper:	47.1%	Gerard:	35.3%	Undecided:	17.6%
Hispanic 74 re Hooper:	sponses 43.2%	Gerard:	50.0%	Undecided:	6.8%
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Other or Unkno Hooper:	wn 70 re 41.4%	Sponses Gerard:	48.6%	Undecided:	10.0%
Gender Breakdow	/n·				
Male 1423 res					
Hooper:	48.7%	Gerard:	43.2%	Undecided:	8.1%
Female 1660 r					· • - • ·
Hooper:	41.9%	Gerard:	47.6%	Undecided:	10.5%
Age Breakdown:					
18 to 29 189 re Hooper:	39.2%	Gerard:	51.9%	Undecided:	9.0%
30 to 49 776 re	esponses				
Hooper:	44.3%	Gerard:	44.5%	Undecided:	11.2%
50 to 69 1409 responses					
Hooper:	43.8%	Gerard:	46.8%	Undecided:	9.4%
70 and up 715					
Hooper:	response 49.5%	s Gerard:		Undecided:	7.6%

If the election for Pinellas County Commission District 2 were held today, who would you vote for: Republican Ed Hooper or Democrat Pat Gerard? INCLUDES LEANING

INCLUDE
46.0%
47.1%
6.9%

Non-Weighted Results and Demographic Breakdowns:

Hooper:	46.1%				
Gerard:	47.0%				
Undecided:	6.9%				
Political Party B	reakdown:				
Democratic Pa					
Hooper:	15.6%	Gerard:	78.4%	Undecided:	6.0%
Republican Pa	artv 1287 r	esponses			
Hooper:	76.3%	Gerard:		Undecided:	5.2%
Independent V		•			44 -04
Hooper:	39.9%	Gerard:	48.4%	Undecided:	11.7%
Race Breakdowr	ı:				
White, Not His		8 respons	ses		
Hooper:	48.5%	Gerard:		Undecided:	6.8%
Black, Not His					
Hooper:	14.8%	Gerard:	11.8%	Undecided:	7.4%
Asian or Pacif	ic Islander	34 respo	onses		
Hooper:	52.9%	Gerard:		Undecided:	5.9%
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Hispanic 74 r					
Hooper:	44.6%	Gerard:	50.0%	Undecided:	5.4%
Other or Unkn	own 70 ro	enoneae			
Hooper:	41.4%	Gerard:	48.6%	Undecided:	10.0%
Gender Breakdown:					
Male 1423 res	•	<u> </u>			
Hooper:	49.3%	Gerard:	44.6%	Undecided:	6.0%
Female 1660	responses				
Hooper:	43.4%	Gerard:	49.0%	Undecided:	7.6%
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Age Breakdown:					
18 to 29 189	•	<u> </u>			
Hooper:	39.7%	Gerard:	54.0%	Undecided:	6.3%
30 to 49 776	responses				
Hooper:	45.0%	Gerard:	45.5%	Undecided:	9.5%
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50 to 69 1409	•				
Hooper:	45.0%	Gerard:	48.3%	Undecided:	6.7%
70 and up 715 responses					
Hooper:	51.0%	S Gerard:	44.3%	Undecided:	4.6%

Do you plan to vote by mail, vote in person, or not vote in the election next month?

Already voted:	53.0%
Plan to vote:	47.0%

Non-Weighted Results and Demographic Breakdowns:

Already voted: Plan to vote:	53.0% 47.0%		
Political Party Br Democratic Pa Already voted:	rty 1143 r	esponses Plan to vote:	45.1%
Republican Pa	rty 1287 r	esponses	
Already voted:		Plan to vote:	45.8%
Independent V Already voted:		esponses Plan to vote:	52.8%
			0_10 /0
Race Breakdown White, Not His	-	8 responses	
Already voted:	53.9%	Plan to vote:	46.1%
Black, Not His	panic 203	responses	
Already voted:	47.3%	Plan to vote:	52.7%
Asian or Pacifi	c Islander	34 responses	
Already voted:	35.3%	Plan to vote:	64.7%
Hispanic 74 r	esponses		
Already voted:	52.7%	Plan to vote:	47.3%
Other or Unkno	own 70 re	sponses	
Already voted:	42.9%	Plan to vote:	57.1%
Gender Breakdov			
Male 1423 res		Plan to vote:	45.9%
Already voted:	54.1%	Plan to vote:	45.9%
Female 1660			
Already voted:	52.1%	Plan to vote:	47.9%
Age Breakdown:			
18 to 29 189 r			
Already voted:	45.5%	Plan to vote:	54.5%
30 to 49 776 r	esponses		
Already voted:	44.3%	Plan to vote:	55.7%
50 to 69 1409	responses	5	
Already voted:	53.0%	Plan to vote:	47.0%
70 and up 715	5 response	S	
Already voted:	64.3%	Plan to vote:	35.7%

Non-Weighted Breakdown by Vote Type for "Includes Leaning" Questions:

If the election for Governor of Florida were held today, who would you vote for: Republican Rick Scott, Democrat Charlie Crist or Libertarian Adrian Wyllie? ALREADY VOTED PLANS TO VOTE

	ALREADY VOTED	PLANS TO V
Scott:	41.6%	37.5%
Crist:	51.6%	48.9%
Wyllie:	6.5%	11.5%
Undecided:	0.4%	2.1%

Do you support the Greenlight Pinellas referendum to improve public transit including expanded bus service, local passenger rail and regional connections to be funded by levying a one percent sales surtax?

•	ALREADY VOTED	PLANS TO VOTE
Yes:	44.5%	41.2%
No:	54.4%	56.3%
Undecided:	1.2%	2.5%

If the election for Pinellas County Commission District 2 were held today, who would you vote for: Republican Ed Hooper or Democrat Pat Gerard?

	ALREADY VOTED	PLANS TO VOTE
Hooper:	48.3%	43.6%
Gerard:	48.3%	45.6%
Undecided:	3.4%	10.8%